2020 ENVIRONMENTAL STEWARDSHIP AWARD NOMINATION PACKET
For centuries, cattle producers have had a personal relationship with the nation's land and resources. They have assumed the responsibilities and risks of investing their lives to protect and conserve the environment. Producers depend on the land and its resources for their livelihood. Therefore, good management demands they care for the environment for their own welfare as well as for future generations.

Cattle producers, as individuals and as an industry, are actively working to protect and improve the environment, because they know environmental stewardship and good business go hand-in-hand.

Since 1991, the Environmental Stewardship Award annually recognizes outstanding stewardship practices and conservation achievements of U.S. cattle producers across the nation. Regional and national award winners have been commended for their commitment to protecting the environment and improving fish and wildlife habitats while operating profitable cattle operations.

A common trait among all winners is the desire to leave the land in better condition for future generations and inspiring the next generation of land stewards. While the program highlights stewardship, it also provides fellow cattle producers with examples and ideas which may be useful on their own farming and ranch operations.

The Environmental Stewardship Award is an initiative of the National Cattlemen’s Beef Association and the National Cattlemen’s Foundation, and is funded by Corteva Agriscience, McDonald’s and the Natural Resources Conservation Service (NRCS) of the U.S. Department of Agriculture along with a partnership with the U.S. Fish and Wildlife Service. Award winners are selected annually by a committee of representatives from universities, conservation organizations, and federal and state agencies. For guidance, the judges consider the management of water, wildlife, vegetation, air, and soil along with leadership abilities and the sustainability of the business as a whole.

Nominations can be submitted by any organization, group or individual on behalf of a U.S. cattle producer. In the past, nominations have been submitted by a diverse mix of organizations. A partial list includes: The Nature Conservancy, NRCS, Society for Range Management, state game and parks services, state extension services, universities, wildlife organizations, and livestock groups.

APPLICATIONS DUE: MARCH 6, 2020

- **May 2020:** The Selection Committee meets to determine the regional winners. These winners are personally notified shortly thereafter, but are not publicly announced.
- **June 2020:** Our video crew begins to visit each of the 2020 regional winners’ operation.
- **July 2020:** Winners are publicly announced and honored at the Cattle Industry Summer Conference; the 2020 debuts. One night’s stay provided to regional winners.
- **Fall 2020:** Selection Committee picks the next national winner.
- **February 2021:** All seven regional winners are expected to attend the 2020 Cattle Industry Convention in Nashville, Tenn. Travel and registration will be paid by the Environmental Stewardship Award for two people.
PAST WINNERS

- 1991 -
  Don Duff
  Chavies, KY
  Adams Ranch
  Mike Adms
  Fort Pierre, FL
  Littrell Farms
  Terry Littrell
  Thompson, MO
  Spur Headquarters Ranch
  O.J. Barron, III
  Spur, TX

  Pitchfork Ranch Co.
  Jack Turnell
  Meeteetse, WY

  Canyon Creek Ranch
  Robert H. Mackey and Son
  Alturas, CA

  Grant Country Feeders
  Marc Roth
  Ulysses, KS

- 1992 -
  Waffle Hill Farm
  L.R. Sayre
  Churchville, MD

  Crescent B Ranch
  Fred C. Babcock
  Punta Gorda, FL

  Gerard Farms
  Jeff Gerard
  Spring Grove, MN

  Muleshoe Ranch LTD
  John R. Anderson
  Gonzales, TX

  Smith Six Bar S Ranch
  Ralph and Joyce Neill
  Muleshoe Ranch LTD
  Canyon Creek Ranch
  Robert H. Mackey and Son
  Alturas, CA

- 1993 -
  Pitchfork Ranch Co.
  Jack Turnell
  Meeteetse, WY

  Canyon Creek Ranch
  Robert H. Mackey and Son
  Alturas, CA

  Grant Country Feeders
  Marc Roth
  Ulysses, KS

- 1994 -
  Seldom Rest Farms
  Bruce and Scott Foster
  Niles, MI

  Rafter T Ranch
  James Wohl
  Avon Park, FL

  Gruben Farms
  Clay Gruben
  Summersville, MO

  Spade Ranch
  Wesley Welch
  Lubbock, TX

  Picabo Livestock Co.
  Bud N. and Ruth Purdy
  Picabo, ID

- 1995 -
  Antietam Farms
  Bill and Mary Poffenberger
  Sharpsburg, MD

  Bar Ass'n Ranch
  Raymond B. Jones, Sr.
  Huntsville, AL

  Oak Creek Farm
  Dave and Corrine Williams
  Willox, AZ

  Heritage Beef Cattle Co.
  Joe R. Weatherly
  Wheeler, TX

- 1996 -
  Sigos Ass'n Ranch
  Donna Sitz
  Harrison, MT

  Babbitt Ranches
  William Cordasco
  Flagstaff, AZ

  Clarence Mortenson
  Pierre, SD

- 1997 -
  Triple W Farm
  Mark, Edward and Scott
  Williams
  Marion, KY

  Honeywood Farm
  Edward C. Mitchell
  Barnesville, GA

  Lubben White Oak Farms
  Dave Lubben
  Monticello, IA

- 1998 -
  Rally Farms
  Jesse M. Bontecou
  Millbrook, NY

  Poplar Hollow Farms, LLC
  Charles Bryson
  Brevard, NC

  Greig and Co., Inc
  Joe Greig
  Estill, IA

- 1999 -
  Matador Cattle Co.
  Susan Marxer
  Dike, MT

  D. Jones Ranches
  Raleigh Jones
  Midland, SD

- 2000 -
  Bartlett Island Farm
  David Rockefeller
  Mt. Desert, ME

  Lykes Brothers, Inc.
  Michael A. Milicevic
  Lake Placid, FL

  Amana Farms, Inc.
  John McGrath
  Amana, IA

- 2001 -
  Cellset Cattle Co.
  Joe Neill
  Afton, WY

- 2002 -
  Armstrong Farms
  John and Kathy Allen
  Saxonburg, PA

- 2003 -
  Wakefield Farms LLC
  Asa Phillips, Jr.
  Hartwell, GA

- 2004 -
  The Goodson Ranch
  John Dunkin
  Tulsa, OK

- 2005 -
  Lightsey Cattle Co.
  George and Elaine Work
  San Miguel, CA

- 2006 -
  Bardenheier Red Angus
  Peter Bardenheier
  Powers Lake, ND

- 2007 -
  McElhaney Stock Farms
  Richard McElhaney
  Hankooktown, PA

- 2008 -
  Williamson Cattle Co.
  Wes Williamson
  Okeechobee, FL

- 2009 -
  White Family Farms
  Craig White
  Estherville, IA

- 2010 -
  Chain Land and Cattle Corp.
  Ralph Chain
  Canton, OK

- 2011 -
  Barthelms Ranch Corp.
  Leo Barthelms
  Malta, MT

- 2012 -
  DC Cattle Company LLC
  David Cook
  Globe, AZ

- 2013 -
  Longhorn Cattle Co.
  Rusty Longhorns
  Powers Lake, ND

- 2014 -
  Lill' Ponderosa
  Robert Boyce
  Carlisle, PA

- 2015 -
  Lightsey Cattle Co.
  Carey Lightsey
  Lake Wales, FL

- 2016 -
  Faris Farms
  Lee Faris
  Mount Ayr, IA

- 2017 -
  Richards Ranch
  Brent Hackley
  Jackboro, TX

- 2018 -
  Sims Cattle Company, LLC
  Robert Boyce
  Fall River Mills, CA

- 2019 -
  Gates Angus Ranch
  Gene Gates
  Coldwater, KS

- 2020 -
  Bolton, MS
  Tripe U Ranch
  Nathan Utesch
  Correctionville, IA

- 2021 -
  Morgan Cattle Company
  Ralph Morgan
  Chickasha, OK

- 2022 -
  Hanson Livestock Co.
  Dan Hanson, Jr.
  Lusk, WY

- 2023 -
  Johnson Land and Livestock
  Darrell Johnson
  Rush Valley, UT

- 2024 -
  Cammack Ranch Supply
  Gary Cammack
  Union Center, SD

- 2025 -
  Churche's Grove Farm
  Zach and Yvonne Sauffley
  Franklin, KY

- 2026 -
  Barthle Bros.
  Larry Barthle
  San Antonio, FL

- 2027 -
  Iowa River Ranch
  Dave D. Petty
  Eldora, IA

- 2028 -
  Holcombe Farms
  David and Gayla Holcombe
  Jay, OK

- 2029 -
  Milesnick Ranch
  Tom and Mary Kay Milesnick
  Belgrade, MT

- 2030 -
  Valley Smith Cattle Feeders/
  Centennial Livestock
  Dave Wood
  Colina, CA

- 2031 -
  Nagel Cattle Company
  John M. Nagel
  Springfield, SD

- 2032 -
  Armstrong Farms
  John and Kathy Allen
  Saxonburg, PA

- 2033 -
  Wakefield Farms LLC
  Asa Phillips, Jr.
  Hartwell, GA

- 2034 -
  The Goodson Ranch
  Larry Cannon
  Mount Ayr, IA

- 2035 -
  Chadwick Farms
  Matt Chadwick
  Indianola, IA

- 2036 -
  Lisk Ranch Co.
  Jack Lisk
  Indianola, IA

- 2037 -
  Robinson Ranch
  John Robinson
  Indianola, IA

- 2038 -
  Holcombe Farms
  David and Gayla Holcombe
  Jay, OK

- 2039 -
  Milesnick Ranch
  Tom and Mary Kay Milesnick
  Belgrade, MT

- 2040 -
  Valley Smith Cattle Feeders/
  Centennial Livestock
  Dave Wood
  Colina, CA

- 2041 -
  Nagel Cattle Company
  John M. Nagel
  Springfield, SD

- 2042 -
  Armstrong Farms
  John and Kathy Allen
  Saxonburg, PA

- 2043 -
  Wakefield Farms LLC
  Asa Phillips, Jr.
  Hartwell, GA

- 2044 -
  The Goodson Ranch
  Larry Cannon
  Blackwell, OK

- 2045 -
  Sieben Livestock Co.
  Chase Hibbard
  Helena, MT

- 2046 -
  Y Bar D Ranch
  Joe Neill
  Cheyenne, WY

- 2047 -
  Triple U Ranch
  Nathan Utesch
  Correctionville, IA

- 2048 -
  Morgan Cattle Company
  Ralph Morgan
  Chickasha, OK

- 2049 -
  Hanson Livestock Co.
  Dan Hanson, Jr.
  Lusk, WY

- 2050 -
  Johnson Land and Livestock
  Darrell Johnson
  Rush Valley, UT

- 2051 -
  Cammack Ranch Supply
  Gary Cammack
  Union Center, SD

- 2052 -
  Churche's Grove Farm
  Zach and Yvonne Sauffley
  Franklin, KY

- 2053 -
  Barthle Bros.
  Larry Barthle
  San Antonio, FL

- 2054 -
  Iowa River Ranch
  Dave D. Petty
  Eldora, IA

- 2055 -
  Holcombe Farms
  David and Gayla Holcombe
  Jay, OK

- 2056 -
  Milesnick Ranch
  Tom and Mary Kay Milesnick
  Belgrade, MT

- 2057 -
  Valley Smith Cattle Feeders/
  Centennial Livestock
  Dave Wood
  Colina, CA

- 2058 -
  Nagel Cattle Company
  John M. Nagel
  Springfield, SD
**PAST WINNERS**

- 2006 -
  - Blight Farms, Inc.
  - Kenneth and Sue Blight
  - Albion, MI

- 2007 -
  - Hayston Farms
  - Fred W. Greer, Jr.
  - Mansfield, GA

- 2008 -
  - Clan Farms, Inc.
  - Nicholas Hunt
  - Atlantic, IA

- 2009 -
  - San Pedro Ranch
  - Joseph and Blair Fitzsimmons
  - San Antonio, TX

- 2010 -
  - Thaler Land and Livestock Co.
  - Dennis and Sandra Thaler
  - Yolo Land and Cattle Co.
  - Joseph and Blair Fitzsimmons
  - Yon Family Farms Inc.
  - Ted Alexander

- 2011 -
  - Ravenswood Ranch
  - Joe and Lisa Doherty
  - Mission, KS

- 2012 -
  - Conlan Ranches California
  - True Grass Farms
  - Guido Frosini
  - Valley Ford, CA

- 2013 -
  - Rock Hills Ranch
  - Lyle and Garnet Perman
  - Luke and Naomi Perman
  - Lovelady, TX

- 2014 -
  - Valley View Farms
  - Mike and Susan Phillips
  - Harrisburg, VA

- 2015 -
  - Bull Hammock Ranch
  - Wes Carlton
  - Mary Anne Cruse
  - And Family
  - Ft. Pierce, FL

- 2016 -
  - Glenn and Bev Rowe Ranch
  - Glenoak Farms
  - Raymond, SD

- 2017 -
  - Stoney Creek Ranch
  - John and Kathy Daws
  - Alexandria, PA

- 2018 -
  - Smith Creek Ranch, LTD
  - Jayce Doan
  - Thonotosassa, FL

- 2019 -
  - Overhome Ranch
  - Dean and Judy Prosser
  - Winslow, AZ

- 2020 -
  - Baca Family Ranch
  - Stoney Creek Ranch
  - Winslow, AZ

- 2021 -
  - Sunset Farms
  - Robert and Judy Prosser
  - Bismarck, ND

- 2022 -
  - The Hahn Ranch
  - Buck Hahn
  - Nyack, NY

- 2023 -
  - On top of the Hill
  - John Hahn
  - Nyack, NY

- 2024 -
  - On top of the Hill
  - John Hahn
  - Nyack, NY

- 2025 -
  - On top of the Hill
  - John Hahn
  - Nyack, NY

- 2026 -
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  - Nyack, NY

- 2060 -
  - On top of the Hill
  - John Hahn
  - Nyack, NY
Applications for the 2020 Environmental Stewardship Award are due March 6, 2020. Any individual, group or organization is eligible to nominate one individual/business who raises or feeds cattle. Individuals and families may not nominate themselves. However, we expect nominees will be involved in the preparation of the application.

Past nominees are encouraged to resubmit their application. Previous regional winners may not reapply.

The full nomination application and directions for its completion are enclosed in this packet. Along with the typed application, one nomination letter and three letters of recommendation highlighting the nominee’s leadership in conservation are expected. Nominees do not have to be members of NCBA but should support the objectives of their state and national organization. National membership is strongly encouraged.
YOUR 2019 AWARD APPLICATION SHOULD INCLUDE THE FOLLOWING COMPONENTS:
(Sections I-IV should not exceed 12 pages total)

• SECTION I — HISTORY AND DESCRIPTION OF BUSINESS AND ECOLOGICAL CONTEXT
Please identify the name of the business, the individual(s) to be recognized, address, primary contact, Phone/Fax/Email and a map indicating where the operation is located within the state. This section would provide a brief description of the operation’s history, business model and ecological setting. What sector(s) of the cattle industry are primary (cow/calf, stocker, etc.)? What other enterprises are associated with the cattle operation? What are the primary ecological features of the landscape (e.g. notable watersheds, geology, topography, climatic zones, water bodies, dominant wildlife species, urban/suburban interfaces and the like)? What natural resources (e.g. mining, hunting/fishing, oil/gas, timber) contribute significantly to the operation’s revenue streams? How big are the parcels of land? How much land is owned, leased (federal or otherwise)? How many beef units are raised on the operation? What is the operation’s history of ownership and business structure?

• SECTION II — TELL THE STORY: SUSTAINABILITY ON THE GROUND
This is the most important section of the application. It should present—in a logical, systematic way—the form that “sustainability” takes in the operation’s unique ecological, economic, social and regulatory settings. What are the applicants trying to achieve and why? How successful have they been? To what, as it relates to their cattle operation, do they owe their success? The suggested outline that follows is intended to help the nominator organize his/her presentation of the relevant information in a way that embodies the candidate’s thoughtful, coherent, practical strategy for achieving long-term sustainability, as it relates to your cattle operations.

AREAS OF FOCUS:
Regulatory Context/Setting — Federal, State and/or Municipal Requirements
Are there specific regulatory requirements that apply to the operations as a whole, or any of its significant components? Examples would include NPDES or state water permits, endangered-species limitations, state-designated water-quality stream segments, TMDLs (Total Maximum Daily Loads), air-pollution non-attainment status and the like. Identify them and explain how they affect the operation’s strategic objectives.

Special Challengers and/or Opportunities
What are the specific challenges and opportunities that the landscape poses for the beef operation and its viability? Examples of resource challenges and opportunities might include groundwater or surface water supply and quality; riparian restoration; native plants, fish and wildlife; invasive species, erodible soils; use of recycled materials; innovations created to protect or enhance natural resources; encroaching land development; reclamation needs; etc. How do these conditions affect the range of tactics, strategies and financial resources that are available to the candidate? What is required to protect or enhance the ranch’s environmental conditions and natural resources?

Environmental, Economic, Resource-Management, and Sustainability Goals
In view of the beef operation’s ecological and regulatory settings, unique environmental or natural resource challenges, and special environmental opportunities, what are the candidate’s primary goals? Environmental and resource-conservation goals must be included here, but economic goals that play a vital role in making the environmental goals a practical possibility should also be described.

Partnerships, Strategies, Tactics and Practices
What did the candidate do to pursue the goals outlined in the previous section? Did the candidate enter into any substantial partnerships or land-management arrangements? Did the candidate enter into any cost-share or incentive programs with agencies or foundations? What educational and/or technical assistance resources did the candidate draw upon for help? What specific practices, structure, and/or management changes did the candidate put in place (e.g. grazing practices, erosion controls, pest management, fish and wildlife habitat enhancement, riparian restoration, etc.) that helped to achieve the operation’s sustainability goals?

Outcomes and Accomplishments—benchmarks, data, before/after images, documenting success
To the greatest extent possible, document the success the operation has had in achieving its sustainability goals. Are there any measurable results? For example, has water or air quality improved? Have endangered-species populations rebounded? Has wildlife harvest, quality, or diversity improved? Does the operation use less (energy, water, imported nutrients) per unit at marketed beef? Are profit margins improving? If appropriate and credible, include any monitoring data, research date, survey data, or photographic evidence that clearly illustrates the operation’s progress toward achieving its sustainable objectives.
SECTION III — SHARING YOUR ENVIRONMENTAL SUSTAINABILITY STORY
(200 words maximum)
This is an opportunity to put environmental sustainability in terms that the consuming public will understand and appreciate. What is unique about the operation’s strategies, tactics or successes that will appeal to the average consumer’s understanding of sustainable beef production? Why should anyone care what the candidate is doing to protect and enhance the environment and natural resources in the surrounding landscape?

SECTION IV — LEADERSHIP IN CONSERVATION WITHIN THE COMMUNITY AND THE INDUSTRY
Regional and national winners will become spokespeople for the beef industry, carrying forth the message that cattle producers are committed to good stewardship of the land and to the principles of long-term sustainability. How has the candidate demonstrated the drive and the ability to communicate that message to a skeptical, sometimes hostile public? What leadership has the candidate demonstrated that illustrates an ability to persuade fellow cattle producers to pursue environmental sustainability as a primary business objective? How well would the candidate serve as a spokesperson for the beef industry? How involved is the candidate in the state or national organization?

SECTION V — LETTERS OF RECOMMENDATION
(6 pages maximum)
No more than three letters of recommendation should be included here. These letters should emphasize the nominee’s leadership in conservation, land stewardship and sustainability. Recommendation letters can come from fellow cattle producers, local or state organizations, foundations, national organizations, neighbors, friends, biologists, other conservationists, etc. Each letter should be no longer than two pages.

APPLICATION TECHNICAL GUIDELINES
There is a 20-page limit for the nomination packet that includes: 12 pages for the application, 2 pages for each letter of recommendation (total of 6 pages), and 2 pages for the nomination letter. Please submit electronically, your applications will be printed on an in-house color printer.

Electronic applications are preferred and a complete PDF document is suggested with all the pieces compiled in a single document.

Please do not send nominations in notebooks or binders. Please keep your font size at 12 points. A sample of a winning application from previous years can be found online at www.EnvironmentalStewardship.org.

Completed application must be postmarked by March 6, 2020 and sent to:
National Cattlemen’s Foundation
Environmental Stewardship Award
9110 E. Nichols Ave., Suite 300
Centennial, CO 80112
303-694-0305 • esap@beef.org
CORTEVA AGRISCIENCE

Drawing on more than 60 years in the Range and Pasture industry as Dow AgroSciences, Corteva Agriscience™ is the industry leading provider of weed protection solutions. Ranchers can rely on Corteva™ for best in class herbicides including GrazonNext® HL, PastureGard® HL, Remedy Ultra®, Surmount®, Tordon® 22K, Milestone® and many more. With a dedicated team specializing in Range and Pasture Management, Ranchers can rely on Corteva Agriscience™ for the expertise they need in a partner, leading products, a robust pipeline, and superb custom services. Visit RangeAndPasture.com for more information including a complete list of range and pasture solutions from Corteva Agriscience™.

NATURAL RESOURCES CONSERVATION SERVICE (NRCS)

Since 1935, the USDA Natural Resources Conservation Service (NRCS) has provided leadership in a partnership effort to help America’s private land owners and managers conserve their soil, water, and other natural resources. NRCS employees provide sound, science-based on the ground technical assistance tailored to farmers’ and ranchers’ specific needs. Participation in NRCS conservation programs and initiatives is voluntary. The USDA is an equal opportunity provider, employer and lender. For more information visit www.nrcs.usda.gov www.usda.gov.

U.S. FISH & WILDLIFE SERVICE

The Partners for Fish and Wildlife Service is the U.S. Fish and Wildlife Service's private lands program. This voluntary program provides financial and technical assistance to ranchers to improve fish and wildlife habitat by providing such things as alternative water sources, fencing, grass seeding, wetland restoration, invasive species control, and riparian/stream restoration. Visit www.fws.gov for more information.

McDonald’s

McDonald's is the world's leading global foodservice retailer with almost 37,000 locations in over 120 countries and territories around the world. Nearly 90% of McDonald's restaurants worldwide are owned and operated by independent local men and women. McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 68 million customers every day. McDonald's is committed to beef sustainability, and supporting the farmers and ranchers who raise the beef served in our restaurants. We are proud to be a national sponsor for the National Cattlemen's Beef Association's Environmental Stewardship Award Program and help celebrate the producers leading the way toward a more sustainable industry. To learn more about McDonald's sustainability efforts please visit our website and read our Beef Sustainability Report. For more information, visit www.mcdonalds.com, or follow them on Twitter @McDonalds and Facebook www.facebook.com/mcdonalds.

NATIONAL CATTLEMEN’S BEEF ASSOCIATION

The National Cattlemen's Beef Association (NCBA) is the largest organization representing America’s cattle industry. Initiated in 1898, NCBA is the industry leader in education, influencing public policy to improve producer profitability and in preserving the industry’s heritage and future. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or membership@beef.org. NCBA promotes common sense and cost-effective practices that can be applied to livestock production to benefit the environment and a healthy bottom line. NCBA has recognized outstanding stewards in the cattle industry for 28 years through the Environmental Stewardship Award program. For more information about NCBA, please visit us at www.BeefUSA.org.

NATIONAL CATTLEMEN’S FOUNDATION

The National Cattlemen’s Foundation represents all cattle producers, agriculturalists and enthusiasts who support the mission: The National Cattlemen’s Foundation advances the future of the beef industry with passion and urgency for the benefit of consumers and cattlemen. Providing educational opportunities, leadership, crisis assistance, legacy preservation and research opportunities, the Foundation enables the industry to stay at the forefront of consumers and producers. For information about the National Cattlemen’s Foundation, visit www.NationalCattlemensFoundation.org, call 303-694-0305 or email ncf@beef.org.